Candy Bar Gazebo

Volume III, Issue 2 - Spring, 1986 A Treat To Read

[Issue 10]

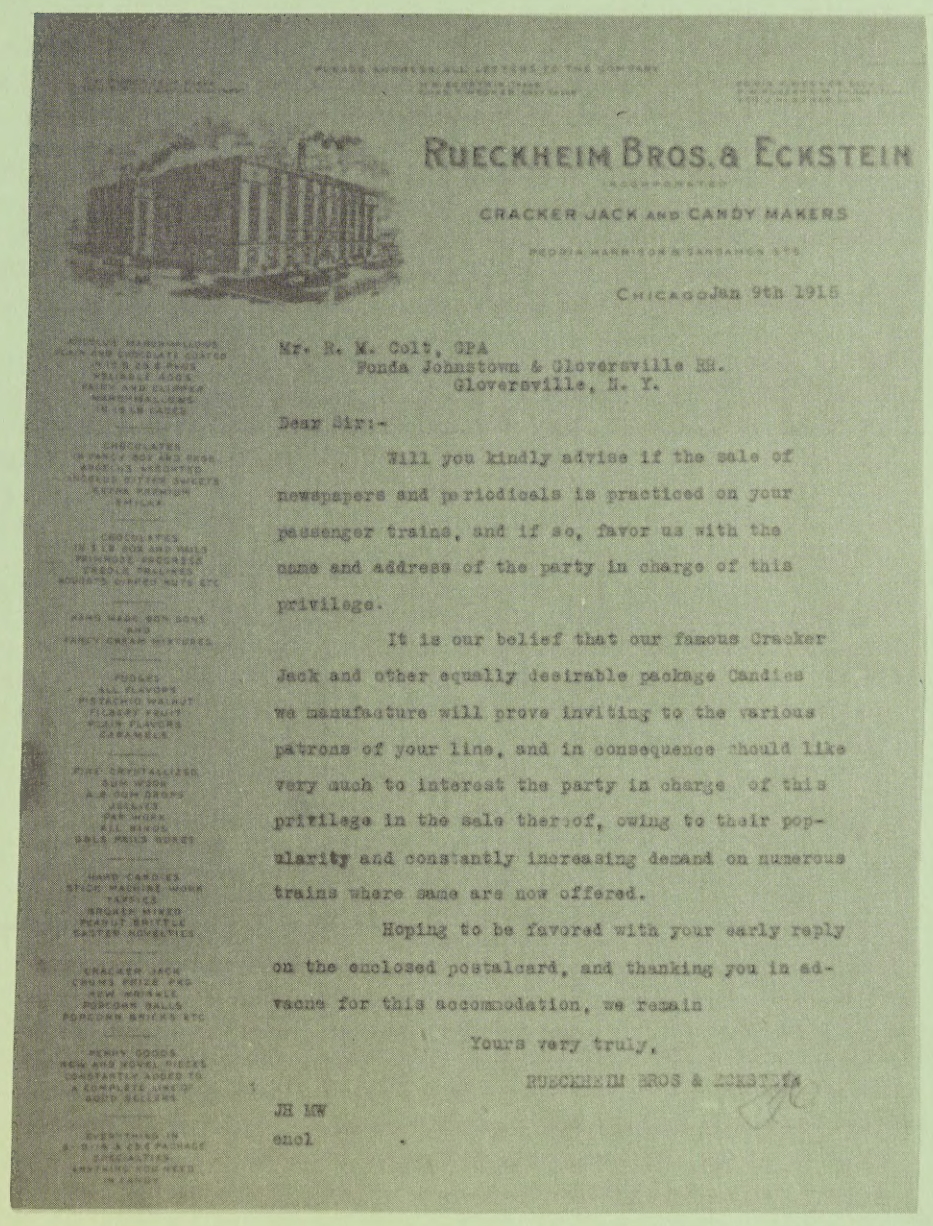
THE RAILROAD CANDY BUTCHER

The letter reproduced at the right was sent by one of the representatives of Cracker Jack to one of the countless railroads in the United States. The letter is dated January 9, 1915, and begs the railroad to divulge the name of the individual responsible for the sales of newspapers and other goods on the Fonda Johnstown & Gloversville RR.

The railroads in their hey day were indeed powerful in the dispensing of all kinds of goods to a captive audience, the passengers.

The persons to whom the ultimate sales were entrusted were the newsboys who were also known as newsbutchers and as candy butchers.

Horatio Alger, Jr. was a writer who never missed a chance to glorify American boys in all walks of life. And he early recognized that the news agent was a fit subject for one of his many books. So Alger wrote The Erie Train Boy. It turned out in the book that the hero



RUECKHEIM BROS. & ECKSTEIN

CRACKER JACK AND CANDY MAKERS

CHICAGO Jan 9th 1915

Mr. R. M. Colt, GPA
Fonda Johnstown & Gloversville RR.
Gloversville, N. Y.

Dear Sir:-

Will you kindly advise if the sale of newspapers and periodicals is practiced on your passenger trains, and if so, favor us with the name and address of the party in charge of this privilege.

It is our belief that our famous Cracker Jack and other equally desirable package Candies we manufacture will prove inviting to the various patrons of your line, and in consequence should like very much to interest the party in charge of this privilege in the sale thereof, owing to their popularity and constantly increasing demand on numerous trains where same are now offered.

Hoping to be favored with your early reply on the enclosed postalcard, and thanking you in advance for this accommodation, we remain

Yours very truly,

RUECKHEIM BROS & ECKSTEIN

JH MW
encl

The above letter reproduced through the courtesy of the Warshaw Collection of Business Americana, Smithsonian Institution.

ended up wealthy and wound up in his middle age with a fortune due to hard work and attention to his customers. (This was the theme of all of Alger's books, by the way.) And since Alger was a most popular author, countless boys read his works and followed his advice. Thomas Alva Edison was one of those lads. He made good as a newsboy, but then went on to become a success in other lines. Alger lived from 1832 to 1899. He was born in the year when railroad fever broke out in the United States.

According to Steward H. Holdbrook, in The Story of American Railroads, it isn't known who the first peddler of newspapers, magazines, candy, fruit, and tobacco on an American Railway train was. But around 1850 the newsboy on the train was a figure of the American railroad who was almost as conventionalized as the brave engineer, the jaunty brakeman, or the dignified conductor.

The newsboy was commonly a worldly character, once he had made a run or two on the cars. In the early period of the railroads he was anywhere from twelve to eighteen years of age. He worked either pretty much on his own on commission, hawking his wares from car to car on the trains he serviced.

When Robert Lewis Stevenson visited America in 1897 he came across this American phenomenon. On his last lap across the United States he came across a lad on the Ogden to Sacramento run who endeared himself to all the passengers. "You could hardly overpraise his services," Stevenson wrote. Out of Chicago, however, the newsboy was a young gangster who looked to Stevenson to be a "dark, bullying, contemptuous, insolent scoundrel."

Perhaps one of the early manufacturers to provide candy to newsboys was William Schrafft. A Boston confectioner who started his store in 1861 in that city, achieved fame through his sale of gumdrops that were sent to Union soldiers in the field during the Civil War. After the war his gumdrops probably became pretty much staples on many of the railroads originating or passing through Boston. And shortly after World War I, the Chicago bars of Baby Ruth and Oh! Henry, became staples out of Chicago runs.

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, Massachusetts 01938.

Ernest Haycox, a successful writer of fiction in his later years, started his business career as a newsboy. He wrote that Cracker Jack sold for ten cents a box. Quite often a kid on the train would buy a box, and then his mother would prevent his eating but a little of it. Haycox's sharp eye never missed such a happening, and when mother and child had gotten off the train he was on hand to snatch the Cracker Jack box. He would check to see if the contents were still edible. Then he would later, and in secret, open about ten boxes of Cracker Jack, take a little from each of the boxes, and fill the depleted package. Then he'd seal all packs again, and return to the railroad car market with eleven instead of ten packages and the assurance of a dime clear profit.

Among confectionery lines the candy butchers carried were glass pistols filled with hard candy or gum drops. All candy carried was packaged. A little box of lemon drops sold for five cents and contained more paper packing than candy.

The American News Company was organized in 1864 by a merger of the three largest news firms then in business, Tousey, Dexter & Hamilton, and Johnson & Farrelly. The Union News Company was a wholly owned subsidiary of American News. They pretty much controlled the market.

The popular magazines of the day were Harper's, Scribner's, Munseys, and the humor magazines Puck and Judge. The books of Thomas W. Jackson were probably the all-time best sellers in the so-called literature peddled by newsboys. His books, On a Slow Train Through Arkansas, and Through Missouri on a Mule, sold from 1903 through the 1940s.

Glass revolvers were perhaps a standard item of the Union News Company. A glass switchman's lantern filled with candy was another popular number in Union News territory. A kind of wintergreen wafer was sold by agents on the Main Central and Boston & Maine that were favorites of kids. They came in a roll and were purple in color. The wafers bit the tongue when consumed.

Other extracurricular items to make some extra change were carried on the side by newsboys. These were unsponsored items of the news agencies. "The Paris Package" was one of those items. It contained matter of a nature described as snappy. This package cost one dollar. It was not to be opened until the customer got off the train, for the newsboy with his eyes darting left and right, said that if he were caught selling such lascivious material he would be sent to the state prison for life. On opening the package, the first thing after alighting from the train, the gullible one found six postcards whose scenes followed the partial disrobing of a woman who was obviously going to bed alone.

In the decling years of the heydays of the railroad, the news agents began carrying more items such as lemonade (watered down) and an orange drink. Even gaudy pillows were hawked.

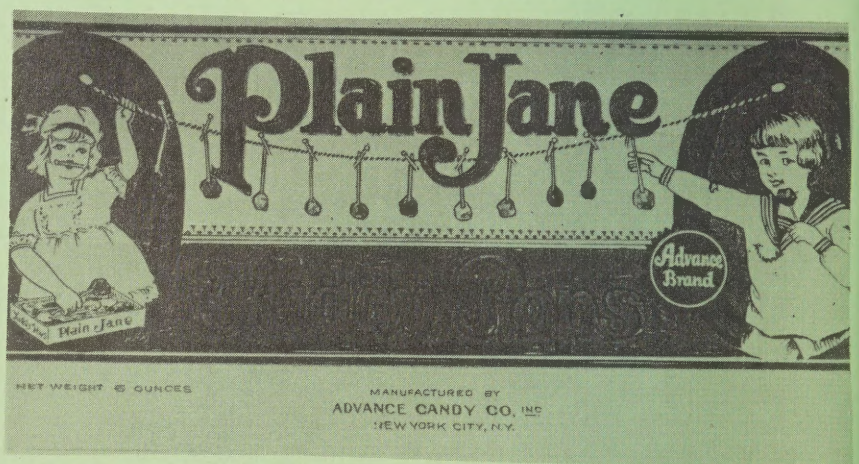
The big railroad days are gone forever. So is that touch of nostalgia, the newsboy who hawked confectionery items. He added a bit of flavor to traveling on the train of yesteryear. And where is Horatio Alger, Jr., now that we need him?

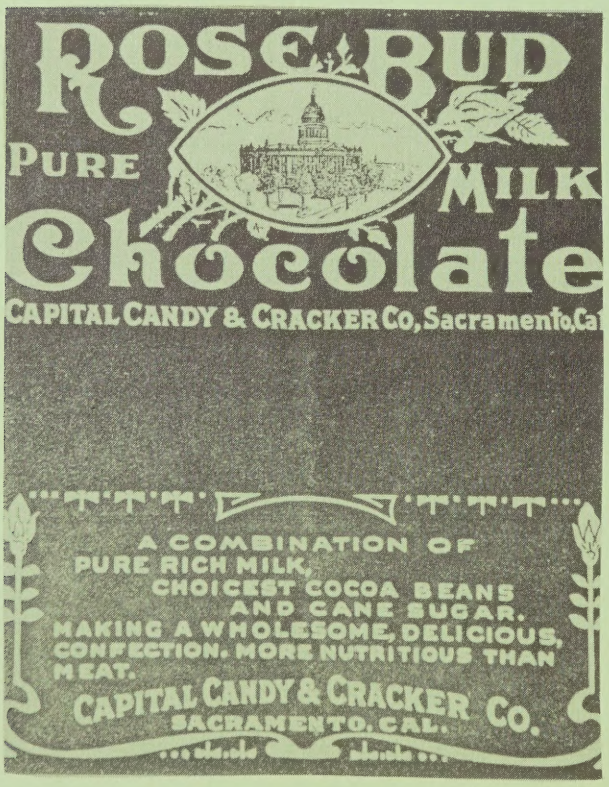
THE WARSHAW BUSINESS COLLECTION

The Warshaw Collection of Business Americana is located in Washington, DC. It can be found in the basement of the National Museum of American History, a most busy place during the tourist season. The Warshaw Collection is not open to the general public, but is open by appointment to scholars and researchers. The collection houses both paper and physical objects dealing with historical American objects having to do with the business world.

The objects are housed in cabinets and filing boxes, and are all tagged and stored for identification purposes. Only a small collection of letters and wrappers dealing with the confectionery world is part of the overall collection. There are just a few folder boxes that contain the material, including some letters. The Ah! so delicious wonderfully good bar is from the early 1900s and was made by the Lincoln Chocolate Confectionery Co. of Philadelphia. The cover of the Plain Jane Kiddy Pops package was made by the Advance Candy Co., Inc., of New York City during the early 1900s.

The Capital Candy & Cracker Co., of Sacramento, California, made two products whose wrappers are in the collection - Rose Bud Milk Chocolate Bar, and Capital Sweet Chocolate Bar. Both bars were made in the early 1900s.

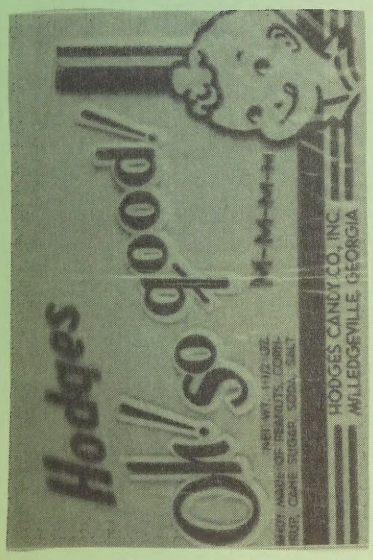


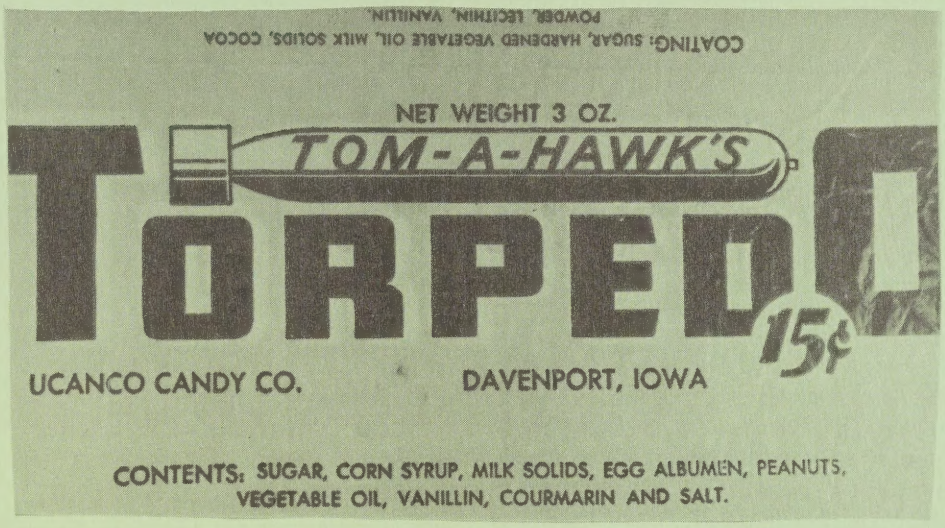


THE WAR YEARS

During World War II the chocolate supply of many confectionery companies became scarce, or was even cut off. So ways to continue producing candy bars became top priority. Many companies shifted towards two kinds of bars, those that included marshmallow in one form or another, and bars in which peanuts were one of the main ingredients. The peanut emerged as a vital factor for many a company survival as evidenced by the number of peanut bars that appeared on the scene.

Down in Milledgeville, Georgia, the Hodges Candy Co., Inc., made an Oh! So Good! bar. It was basically a peanut brittle bar. Down in Texarkana, Texas, the Texarkana Candy Co. issued its Ranger Bar. That bar not only included peanuts, but also contained puffed rice. In Davenport, Iowa, the Ucanco Candy Co. issued a 3 ounce Tom-a-Hawk's Torpedo bar, a bar that was big sized, containing both peanuts and marshmallow. A chocolate-flavored confectioners coating covered the bar. A bar that did contain milk chocolate was issued out in Bloomington, Illinois, by the Paul F. Beich Co., the It's One Grand Bar. Many of the bars produced for the war years passed from the scene when the war ended and chocolate again became available.

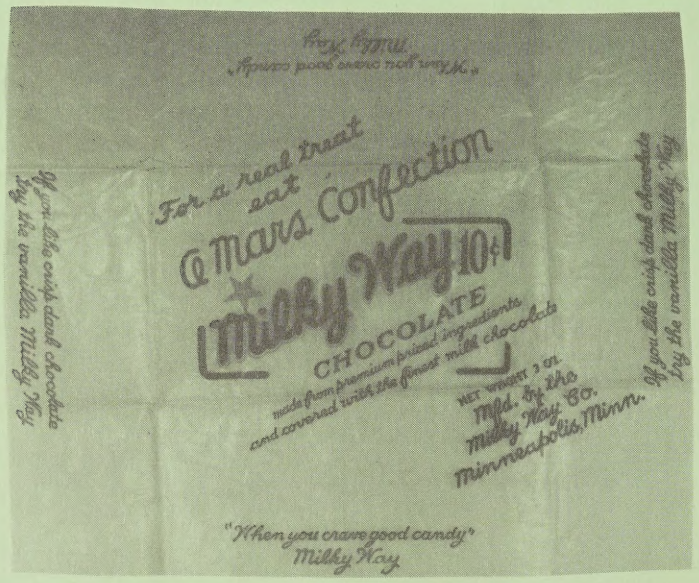


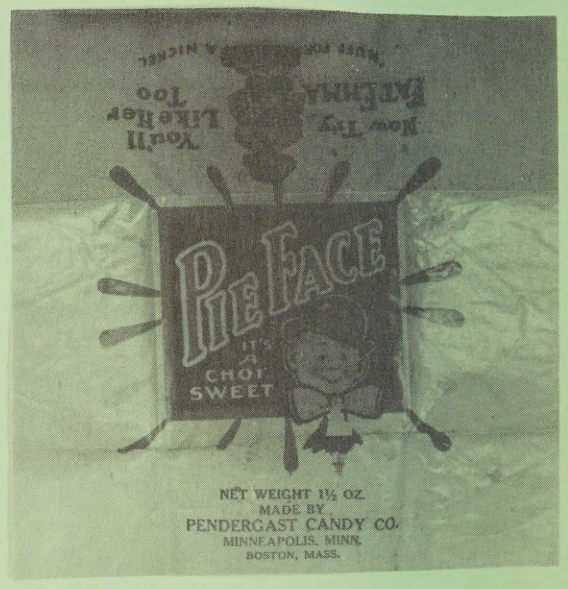

COATING: SUGAR, HARDENED VEGETABLE OIL, MILK SOLIDS, COCOA POWDER, LECITHIN, VANILLIN.
NET WEIGHT 3 OZ.
TOM-A-HAWK'S
TORPEDO
15¢
UCANCO CANDY CO.
DAVENPORT, IOWA
CONTENTS: SUGAR, CORN SYRUP, MILK SOLIDS, EGG ALBUMEN, PEANUTS, VEGETABLE OIL, VANILLIN, COURMARIN AND SALT.

The RANGER 5¢
"PEANUT CANDY"
WITH PUFFED RICE
NET WT. 1-1/2 OZ.
INGREDIENTS: PEANUTS, SUGAR, CORN SYRUP, REFINERS' SYRUP, PUFFED RICE, SODA AND SALT
TEXARKANA CANDY CO.
TEXARKANA, TEXAS

THE WARTNER COLLECTION

It was the 1920s. Lawrence Wartner was about 14 when he began his candy bar wrapper collection. He was going to seminary at the time in Wisconsin. He was one of the boys allowed to make purchases for others on trips to town. One of the things he made sure to bring back was a variety of candy bars. Over a period of a few years he amassed a collection of several hundred wrappers. We now skip to the year 1985. In that year Mr. Wartner decided to make a gift of his wrapper collection to his grandson, Aaron Wartner, so that's where the collection now rests. There are some great historical wrappers in the Wartner collection, and from time to time they'll be featured in Gazebo. (Aaron Wartner resides in Middleboro, MA, and is 11, just about the same age as his grandfather when the collection was started back in the 1920s.)





The candy bar that had the most effect on the candy industry was discovered by accident by technicians at the Pendergast Candy Co. in the early 1920s in Minneapolis. That was the Fat Emma bar. It had a companion bar for awhile that was named Pie Face. Pendergast, after a time, found the bars too expensive to make, so leased the names out to other manufacturers. The Fat Emma bar was around with several different manufacturers for a time. Other manufacturers saw the potential in the fluffy nougat center that was at the base of the bar. They took the idea to make their own products.

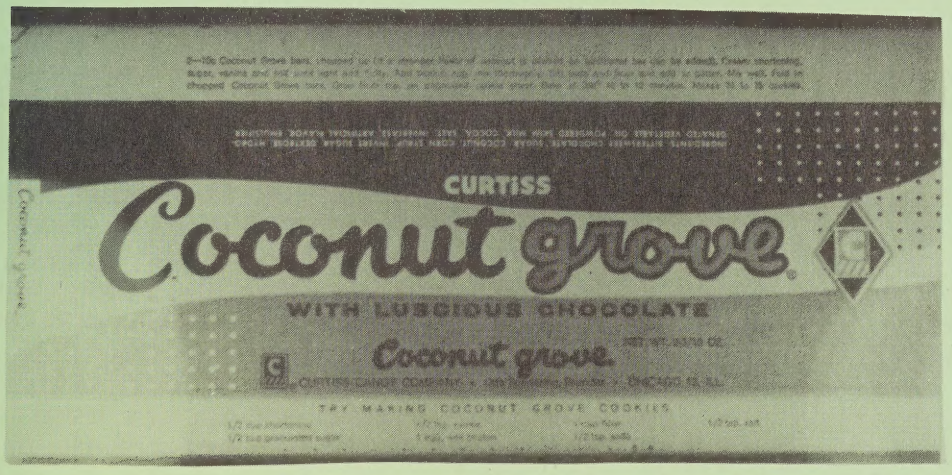
Frank Mars had failed in business twice on the West Coast. He was getting ready to go under a third time in Minneapolis with his Mar-O-Bar Company when he came across the fluffy nougat center idea. Frank saw the potential in that idea and formulated his Milky Way Bar in 1923. he also changed the name of his company to the Milky Way Co. The original Milky Way Bar weighed three ounces and sold for 10¢. In spite of the success of his Milky Way Bar Frank Mars got into financial difficulties again. So he leased the rights to manufacture the bar to the Schuler Candy Co. of Winona, Minnesota. Then Frank moved to the Chicago area, where he again was able to obtain financial backing to start a new Mars factory. He also bought back the rights to Milky Way from Schuler for $5,000.00. From then on Mars products have become one of the most successful ventures in the confectionery business in the world. (Wrappers shown are from the Wartner collection.)

RECIPE CORNER

Here's an old recipe for making Coconut Grove Cookies. Although the Coconut Grove candy bar is no longer being made, a substitute, such as the Mounds bar, could possibly be made in the recipe. The Coconut Grove bar was covered with bittersweet chocolate.

½ cup shortening
½ cup granulated sugar
½ tsp. vanilla
1 egg, well beaten
1 cup flour
½ tsp. soda
½ tsp. salt
2 (approximate weight 2 1/3 ounces coconut bars, chopped fine. If a stronger flavor of coconut is desired, an additional bar can be added.)

Cream shortening, sugar, vanilla, and salt until light and fluffy. Add beaten egg. Mix thoroughly. Sift soda and flour and add to batter. Mix well. Fold in chopped candy bars. Drop from teaspoon on ungreased cookie sheet. Bake at 350 degrees F., 10 to 12 minutes.



courtesy Milprint

NEWS

In the November, 1985, issue of Consumer Reports, was an article on sugar and sweeteners. The conclusion reached in the publication article was that there is little harm in moderate sugar consumption. The key here was the use of the word "moderate."

In the October, 1985, issue of Connoisseur, appeared the article, "A Dark Passion." In the article the author, J. -C. Saures, stated that the best chocolate in the world comes from Belgium. Callebaut and Côte-d'Or certainly rank among the best. But if you ask the question of twenty chocolate experts you'll get twenty different answers, as each one has his own favorites. So who's the final judge? You are. Your taste buds will determine what tastes best to you. You are the ultimate judge, so don't let someone else make you your mind for you, okay? You decide what you like. It's that simple!

NEWS FROM READERS

Frank Fiore, Hollidaysburg, PA, writes that Boyertown, USA, in Altoona, is off and running. Plans are to spend $5 to $6 million for a theme park similar to Hershey Park in Hershey, PA. The Park was officially launched in late October of 1985. Grand Opening is scheduled for Memorial Day, 1986. That means Mallow Cup, among other candy products made by Boyer Bros., will get lots of publicity.

Dorothy Cole of Ipswich, MA, brought back a Suchard Milka bar from a recent trip to Germany. Suchard had a promotion going in England in which contestants could win a model of a cuddly Milka cow.

Russ Sifers, Kansas City, MO, says that he hopes to have the Original Sifers Valomilk Candy Cup bar in the Kansas City market early in 1986. It will duplicate his grandfather's original bar. Russ says, "While everyone else is going high-tech, I'm going no-tech. We're going to make the candy by hand with a wooden paddle in 80-quart kettles the way it was originated." Great!

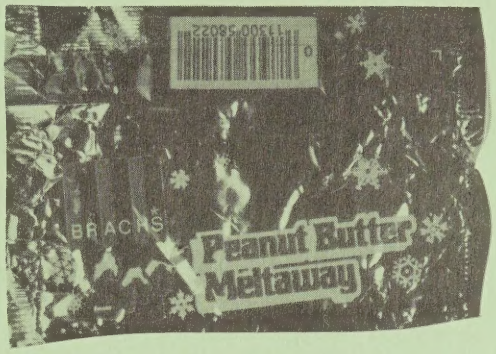
Stanislav Kramsky, Prague, Czechslovakia, sent along some Polish wrappers. In Poland there is a shortage of raw materials, but at least substitute chocolate is being produced. Chocolate is still rationed, and it is basically reserved for children. Some Polish wrappers carry the legend, "I w kryzysie - nie damy sie." That translates into, "Even in crisis we don't surrender." Kramsky also sent along the Czech wrapper judged to be the most beautiful Czech wrapper of 1984 at a chocolate wrapper collector's show held in that country recently. The wrapper, purple and light green in color, is one of the bars made especially for Czech duty-free shops , called Tuzex, set up for tourists.

(concluded next page)

(News from Readers, concluded)

Richard Ahern, Lyons, IL, is doing a family tree. In his research he's found an old relative who started the Ahern Candy Company in San Francisco back in the 1900s. That relative originated the U-No bar, which he later sold to the Cardinet Candy Company. The U-No bar today is being manufactured by the Annabelle Candy Company of the San Francisco area.

Jack Thompson, East Lansing, MI, sent along a wrapper of the New Brach Gardner Meltaway bar that tastes so good.



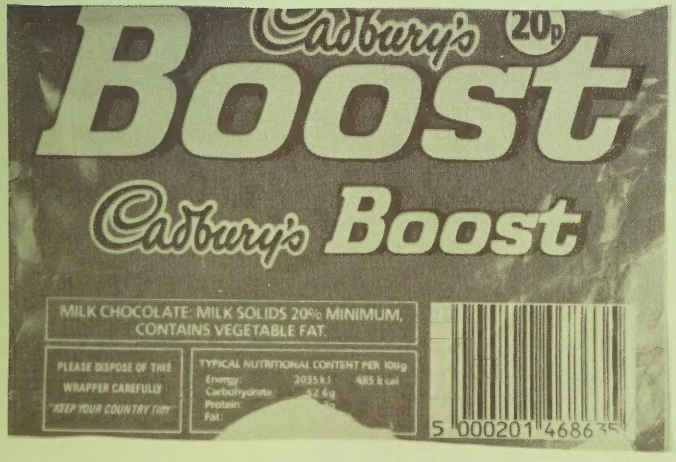
Don Jones, Chicago, reports on Nestle doings. Sno-Caps, Goobers, and Raisinets are now being produced at the Burlington, WI plant. Oh Henry! will also be made there. Chunky is being made at the Fulton, NY plant. The Bit-O-Honey operation has been moved down to Bloomington, IL to the old Beich plant. The old Chicago plant was closed as of early 1986.

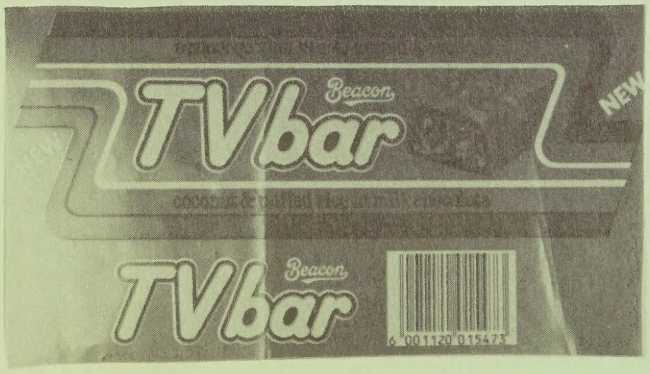
Wally Pfeiffer, Joliet, IL, sent along an article from the Chicago Tribune in which is described a Fanny Farmer retail operations that costs the consumer $1,986.00. For that amount Fanny Farmer will deliver a one-pound box of chocolates every month to a person for the rest of that person's life.

Herb Knechtel, Skokie, IL, writes that the story about him in The Chocolate Chronicles is "factual and very well done - the best I've seen!"

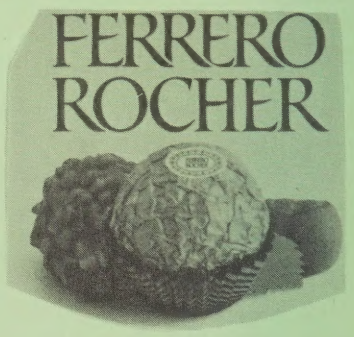
Larry White, Stoughton, MA, is a master magician. He writes that in England there are some candy bar tricks available. One concerns a giant candy bar trick based on Cadbury's Chocolate Dairy Milk Bar. Another trick has to do with the Allsorts licorice assortment.

Harry Levine, London, England, reports that Cadbury's of Great Britain is really an aggressive marketer. That company has at least one special offer out almost every week. The Cadbury Boost bar is one of that company's new bars in England. Harry also sent along a recent South African wrapper. It is the Beacon TV bar - coconut, puffed rice, and milk chocolate.





Ferraro, USA, Inc., is making a big push for two of its products, Mon Cheri, and Rocher. The two products, both making use of fine chocolate and hazelnuts, are among the best of Italian products now in the United States market. Distribution of Rocher has only been in effect recently in the United States. Distribution in England has been going on a bit longer and is going great guns. English distribution is by Lowfield.



Randy Bass, an American baseball player playing in the Japanese League for the Seibu Lions, hit 54 homers last season. He has become so popular in Japan that he has had a candy bar named after him.

The Vineyard Maid candy bar, produced by Planters during the late 1920s, was one of the early American candy bars to contain hazelnuts. The bar wasn't around too long, however. It didn't catch on and the cost for producing it was out of line so the bar was discontinued. The price of the hazelnuts that had to be imported was the factor that killed off the bar.

A traditional Christmas holiday candy treat in Spain is Turron, a confection made of chocolate, almonds, hazelnuts, and raisins. Nestlé of Spain turns out a tasty Turron in its Spanish plant in Barcelona. The product is available in the United States during the holiday season.

Two 1986 upcoming chocolate shows open to the general public that can be recommended are: Chocolate Lovers Hyattfest, Hyatt Regency Hotel, Schaumburg, Illinois (Chicago). The show is in mid-November. Contact Ruth Rashman, (312) 935-4900.

The other recommended show is the Chocofrolic Weekend, Stouffers Westchester, White Plains, New York. The weekend after Thanksgiving is the scheduled time. Contact reservations. (914) 694-5400.

NEW BARS

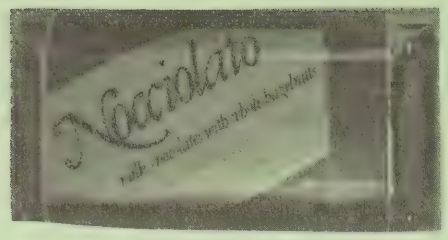
Willenborg is handling the Fürst Pückler line of German chocolate bars in the United States. Numerous varieties are in the line. A bettersweet chocolate raisin cluster is one kind. If you like bittersweet you'll like it.

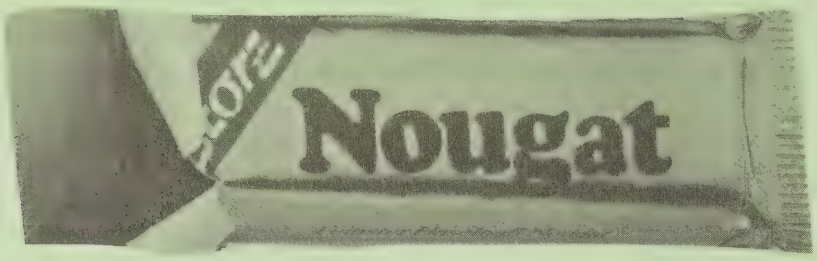
Another so-called "Natural" bar has made its appearance. It's made in Finland and is called Take-Off. It is carob-coated, has raisins, coconut, and hazelnuts among other things. Finnfoods of St. Louis is the distributor in the U.S. It is part of Leaf, Inc., which is controlled by Huhtamäki of Finland.

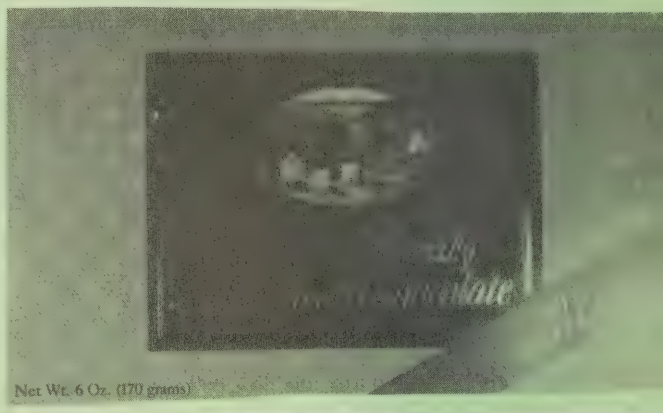
Woolworth's is carrying an imported milk chocolate bar that capitalizes on the word, "Imported." The bar is made in France for Morris National, Inc., with offices in Canada and the U.S. The bar is decent tasting.

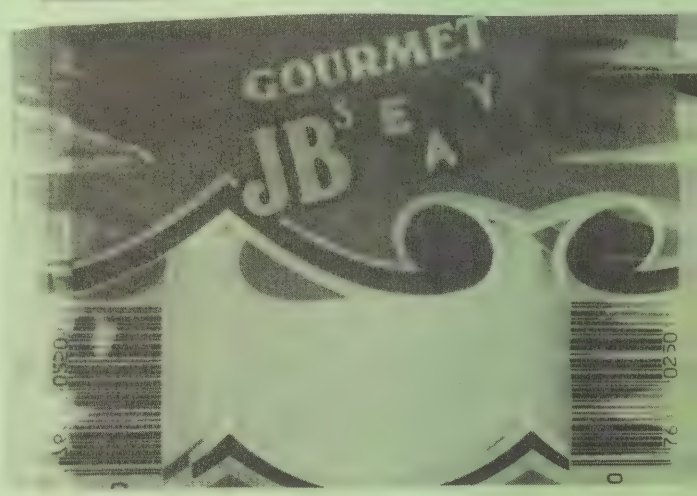
McKee Baking Company of Collegedale, TN, has been around for quite awhile. Its best known product is Oatmeal Creme Pie, around since 1935. These soft oatmeal cookies have a fluffy filling. That company recently came out with a series of Granola bars under the trade name Sunbelt. Between 1936-1943, McKee made several candy bars - Rainbow (a three-colored coconut bar); Peanut Log (fudge center with caramel, peanuts, chocolate enrobed; and Nougat, a bar similar to the Mars Bar. During World War II candy production was stopped when it became difficult to get sugar.

Marshall Field's of Chicago handles the Mozart Kugel, made by Reber of Germany. This round, larger-than-a-marble-sized confection has a center of marzipan surrounded by a praline chocolate encased in a hard chocolate covering. The piece is quite tasty.









(New Bars, continued)

Perugina of Italy has some good-tasting bars available in the United States. The Nocciolato bar is a milk chocolate bar made with whole hazelnuts.

Available only in England is the new Wildlife Bar made by Cadbury. The new bar, made of Dairy Milk Chocolate, has six different wrappers featuring wild animals. The new wrappers capture the European enthusiasm for collecting wrappers with colorful items on them.

Now available in the United States are various milk chocolate bars made by Elarso of Germany. The bars have various fillings such as Apricot and Banana. The bars only taste fair.

Also now available in the United States are Storz chocolate products from Germany. Several bars, among them a Nougat Bar, are produced. The Storz company celebrated its 100th anniversary in 1984. The company specializes in packaged chocolate products such as car models, butterflies, etc.

(New Bars - concluded)

New from General Mills Nature Valley products is the Peanut Butter Bopper. Available in three flavors, there are six one-ounce individually wrapped bars in a package. It is found in the cereal section of grocery stores.

Also from General Mills comes the Dandy Bar in several flavors. A box of six sells for $1.89. Each bar is one ounce in size and contains 160 calories. From Ralston Purina comes S'Mores, also in several flavors. Each one-ounce bar contains 130 calories. These bars are mighty high priced. They really aren't for me.

Fruit Corner Fruit Roll-Ups are being produced by General Mills. The strawberry version was good.

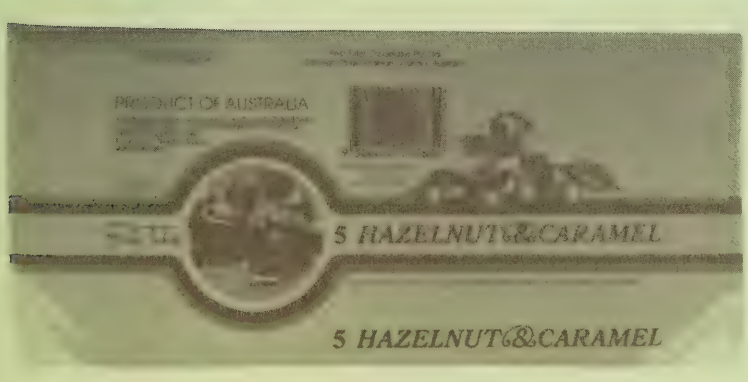
What's the best-tasting fruit bar in the world? Probably the Bellis Apricot Bar made by Allen of Australia, not available in the U.S. The bar is a blend of Australian apricot, pear, a touch of coconut, and it really tastes excellent. Being marketed in the United States by Bohemian Biscuit Co., from Allen of Australia, are Gourmet Jelly Beans. Allen is the largest sugar confectionery manufacturer in Australia.

Ted Van Leer, Van Leer Chocolate Corporation, announced that his company is now producing several versions of Van Leer Family American Chocolate products. They are being distributed by Classic American Foods, Inc., of Terre Haute, Indiana. The milk chocolate bar, as an example, is an excellent example of the fine chocolate that can be produced in the United States.

++++++++++

TIP TOE THROUGH THE TULIPS

One of Australia's big confectioners is Red Tulip Chocolates Pty. Ltd. It was founded in 1942 in Melbourne as a small one-man operation. The name was derived from a box of chocolates known as the "Rote Tulpe," which means red tulip in German. The name soon became established as a trade name. A bar called 5 Hazelnut & Caramel is a liquid caramel and milk chocolate encased hazelnut bar in five pieces. Red Tulip Curacao is a dark chocolate bar. Another bar contains two truffle bars soaked in Liqueur Rum. Marzipan bars are produced, as well as seasonal bars such as Santas and Easter Bunnies. Health bars from Europe are an Apricot Bar, Peanut Bar, etc. Smurf character milk chocolate bars under license from the United States are produced. Red Tulip After Dinner Mints are one of the best-known products of this company Down Under.



ZACHARY

In 1950 J.J.Zachary started Zachary Confections in Chicago when he bought the general line Dante Candy Company of the same city. Dante had been around for a number of years in the Windy City. That company had made Beer Nuts during the prohibition years, and the rather well-known fig bar, Doctor's Orders, in the 1940s.

In 1967 Zachary enlarged the business by purchasing the Chicago-based Sisco-Hamilton Co. That company had made the Sisco Kid bar, among other things.

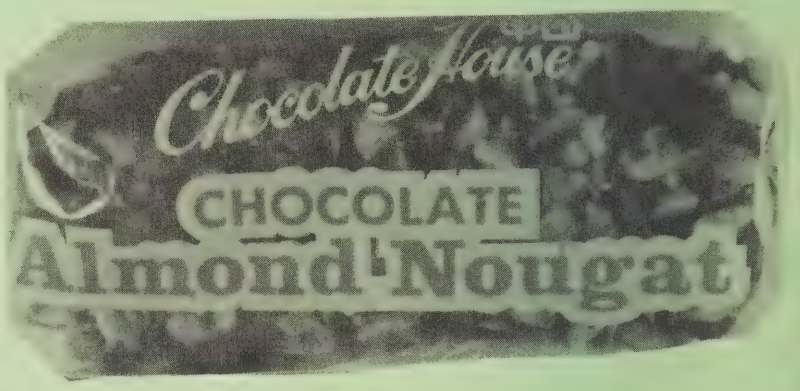
Another purchase was made by Zachary in 1973. In that year the Boulevard Candy Company was taken over.

In 1974 Zachary sold out to Beatrice Foods. But four years later, his son, Jack Zachary, bought the operations back.

In May of 1983, the Peter Paul Cadbury plant in Frankfort, Indiana, was bought, thus multiplying the Zachary footage.

Chocolate House was acquired in 1985. That Milwaukee firm was the latest acquisition to expand the Zachary line and give it a solid entry in the bar field.

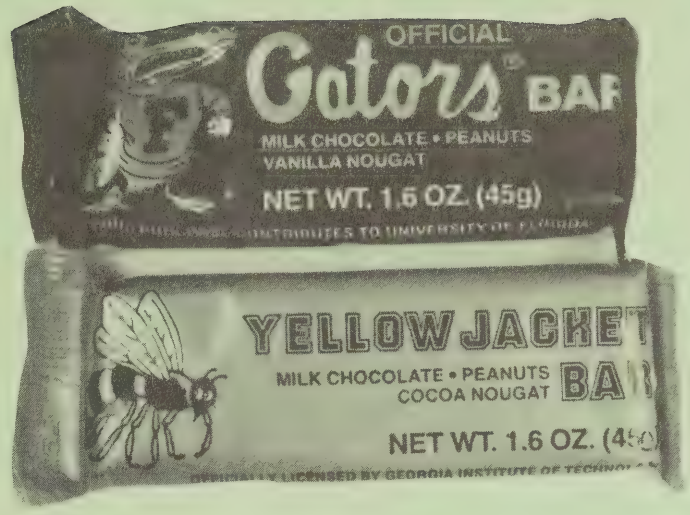
Doctor's Orders FIG BAR
Doctor's Orders
FIG BAR
Doctor's Orders
EAT THIS DANTE CONFECTION WITH GREAT PLEASURE—
IT WILL GIVE YOU SATISFACTION IN FULL MEASURE



SISCO
SISCO Kid
Made by SISCO-HAMILTON CO. CHICAGO
INGREDIENTS
Sugar, Chocolate, Corn Syrup, Condensed Milk, Hydrogenated Vegetable Oil, Gelatin, Malted Milk, Cocoa Powder, Invert Sugar, Lecithin, Salt, Cereals, Artificial Flavor and U. S. Certified Color.
WITH A BASE OF FUDGE

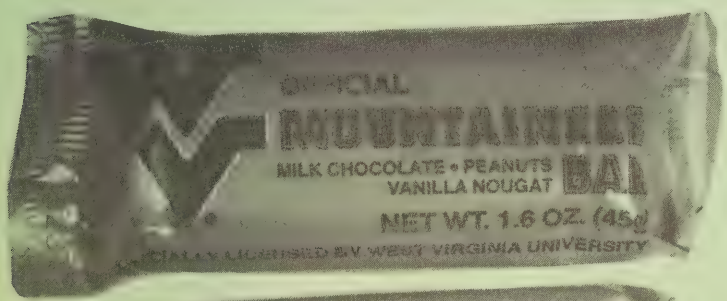
In a recent Boston Globe article on Necco, New England Confectionery Company, it was reported that the company used to have a 160-foot-high smokestack, which had the name NECCO painted on the brick. Back several years ago, Cambridge, Massachusetts, where Necco is located, enforced smoke emission regulations. So whenever anyone saw smoke coming out of the Necco smokestack the company got complaints. Management took it under advisement. The smokestack was in need of repair at an estimated cost of $80,000. The contractor said he could take down part of the chimney for only $40,000. So that's what management had done. Fifty feet of smokestack was removed, money was saved, and the telephone complaints ceased. Today you can only see the final O in NECCO.

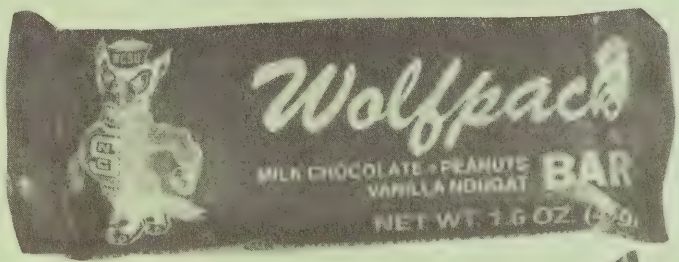
Philip G. Keeney of Pennsylvania State University, says there are quite a few misperceptions about the caffeine content of foods. He says a cup of coffee contains between 93 and 135 milligrams of caffeine. Tea has 29 to 44 mg. of caffeine per cup. And an ounce of milk chocolate has only 6 mg.

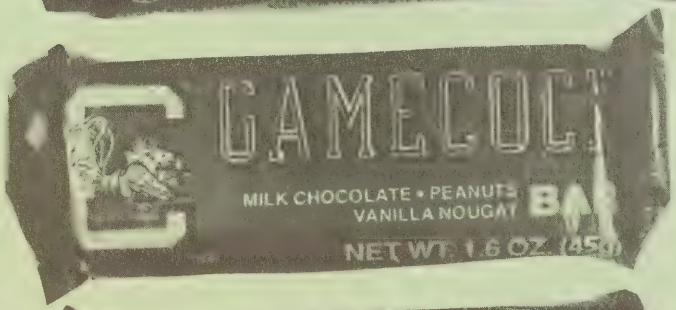


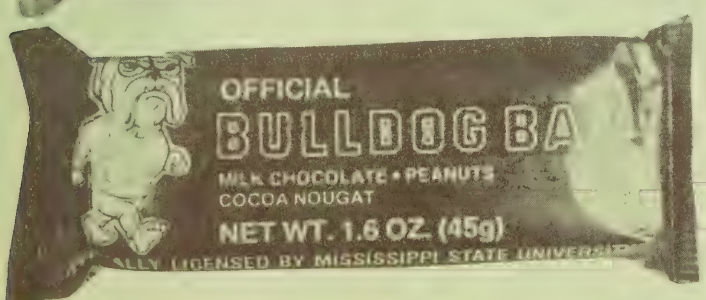
SMART MARKETING

Seth Brauer of New York City started marketing logo bars for professional baseball teams, but now seems to have somewhat dropped from the scene. In his place have appeared Rick and George Manus, who don't market professional sports as yet, but do pretty much cover the college and university market. The two brothers started their business in 1981, marketing soft and chewy granola bars, and some private label bars, among other things. Then in 1984 they incorporated as University Foods to provide the university and college market with "school food," making school bars under license. Originally the bars contained raisins, but that ingredient has now been dropped. The bars are now basically milk chocolate, peanut pieces, and a cocoa nougat or a vanilla nougat. The bars are tasty to say the least! And the wrappers are colorful, too! Now making bars for 38 universities in 22 states, plans are under way to manufacture bars for 100 colleges and universities by fall of 1986.









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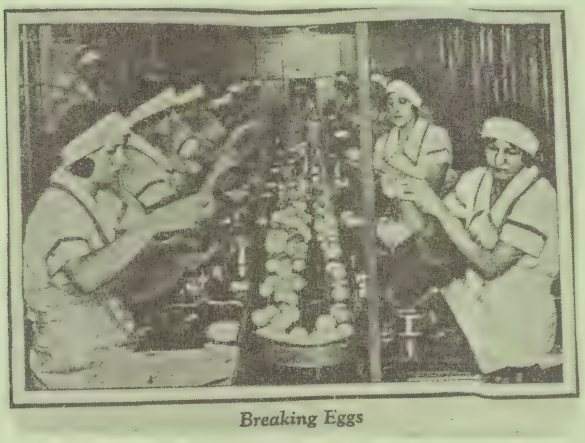
THE YOLKS ON YOU

American businessmen, ever since there was American business, have been concerned over importation of foreign raw materials. They could be imported at less cost for use in making American products. And so it was with the confectionery business in the early 1930s. Dried egg albumen from the Orient was causing those confectioners who used American eggs for their egg whites a bit of a problem.

The Mars people had a thing against importation of foreign albumen. Boxes of their products carried photos of the egg inspecting process and breaking being carried on in the Mars plant. Mars made use of lots of egg whites to make the fluffy nougat centers for their products such as Milky Way, Mars Bar, Snickers, 3 Musketeers, etc. Countless eggs poured into the Mars plant in Oak Park, Illinois, every day, in the early 1930s. In those days eggs were still being crated by hand, inspected by hand, and cracked by hand to separate the yolks from the whites. There were long lines of inspectors and separators at large confectioner plants such as Mars.

In the right photo below, the lady at the right side of the line must have just cracked a rather pungent, ripe egg, as she has a somewhat woe-begotten expression on her face.

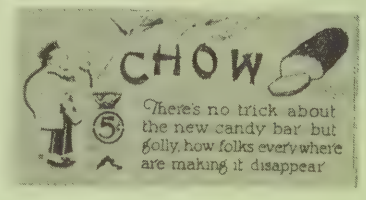


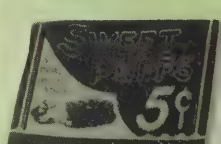
Breaking Eggs

Inspecting Eggs

On the Mars boxes was printed a legend that spoke out rather strongly against the importation of egg albumen from the Orient. The legend read: "We want you to know that we use the whites from only select American eggs. We do not use egg albumen imported from China. For years this oriental product has been used in making candy. Imported dried egg albumen is produced by Chinese manufacturers under very questionable sanitary conditions. We do not believe it should be used in food products." End of message.

Due to a printing error the last issue of Candy Bar Gazebo didn't carry photos of two of the bars produced by The Chocolate Products Co. Inc., of Baltimore, Maryland, during 1927-28. They are shown at the right.

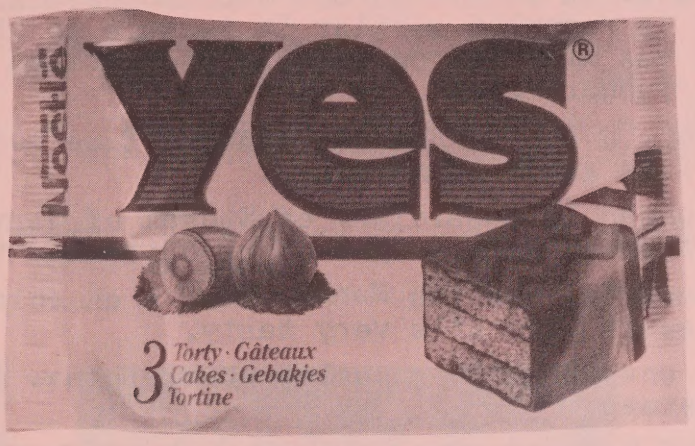




Candy Bar Gazebo SUPPLEMENT

Volume III, Issue 2 - Spring, 1986 Intersuc, ISM coverage

[Issue 10]



CONFECTIONERY TRADE SHOWS OF EUROPE

The biggest confectionery trade show in the world is the ISM, Internationale Süsswaren-Messe (The International Sweets and Biscuits Fair), held annually in Cologne, Germany. The 1986 affair was held from January 26-30. Manufacturers from all over the world were on hand to display and sell their products to the trade.

Another confectionery show, INTERSUC, Salon-international de la Confiserie, Chocolaterie, Biscuiterie, Patisserie (International Confectionery Show - Chocolates, Biscuits, Bakery Goods), was held in Paris, January 26-29. This show is much smaller than is ISM, and is more attractive to the fancy food type of buyer. The ISM show is approximately seven times larger.

Seen in this supplement are some of the bars collected at the two shows. Many of the bars are not sold in the United States, and some bars are so new to the market that they are just being tested, some even without printed labels as yet. Some of the foreign bars are being handled by distributors in the United States, while others are looking around for a U.S.distributor. The samples shown are only a drop in the bucket of all those that were on display at the two shows.

A wonderful way to take in the two shows was to go on the tour set up under the direction of Jim and Lisbeth Echeandia of The Confectioner magazine. Not only was there plenty of time set up to see the two shows, but visits were also made to a German confectionery school, to various supermarkets in both Germany and France to see confectionery retailing, and to many other places of interest in both countries. The 1986 tour met with great success, so the Echeandia's plan to repeat a similar tour in 1987. The tour is a most worthwhile experience, so if you are a wrapper collector you will be in the heighth of heaven on it.

Nestlé has come out with several versions of its new Yes bar, available only on the European continent at present. The Caramel and Hazelnut cream filled sponge cakes are excellent and are chocolate covered. (The consistency is somewhat similar to the American Twinkie.)

Jacobs Suchard of Switzerland has come out with several new items. The Mount Tobler chocolate bars come in several varieties, and are similar in shape to the popular Ritter bars that are #1 in sales in Germany. Another new item is the Lila Pause bar, which now is just available in plain wrappers for sampling in Germany. Only dummy bars contain name wrappers. Also from Jacobs Suchard is the Topset bar, crisp rice, caramel, and chocolate. As usual, Jacobs Suchard bars are quite good. The Lila Pause bar, is somewhat similar in texture to the Toblerone bar. Jacobs Suchard has also introduced a higher priced line of chocolate called the Philippe Suchard brand.

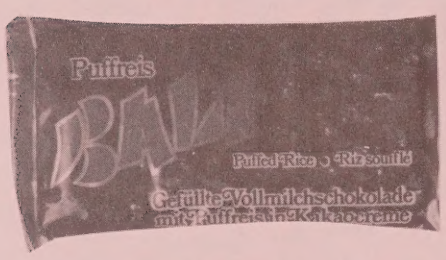
From Le Verger du Roy, S.A., of France, comes a fine marzipan. The bar consists of a very fine grade of marzipan.

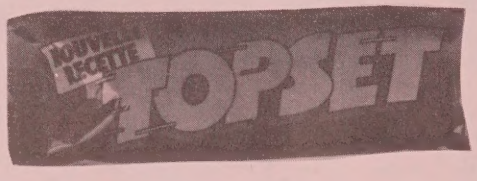
Knoppers,made by Dickman (a subsidiary of Storck of Germany), is a filled with hazelnut cream waffle-type of biscuit that tastes fine.

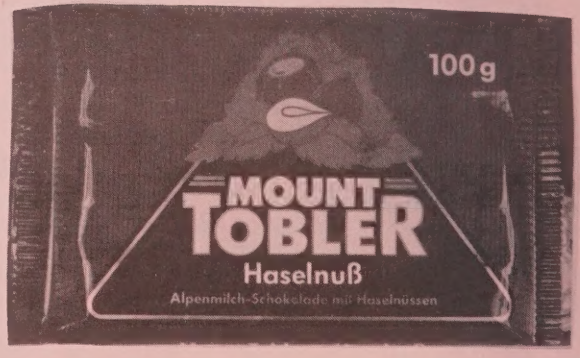
Manner of Vienna, Austria, has its Manner bar, a chocolate coated hazelnut cream-filled biscuit bar. It's very tasty.

Bali, a puffed rice covered with chocolate bar, is new from the Kruger Gambh. Company of Germany.

From Stieffenhofer of Germany comes the new Take It bar, another light cream-filled sponge cake type of bar. It too is covered with a chocolatey coating.







Novesia Schokoladenfabrik GMBH, of Germany, presents its Gold Nuss bar, milk chocolate with whole hazelnuts. It was quite good tasting.

Gold bar, made by Sprengel of Germany, comes in several varieties. Again the bar is somewhat similar in shape to the Ritter bar. The chocolate is of high quality.

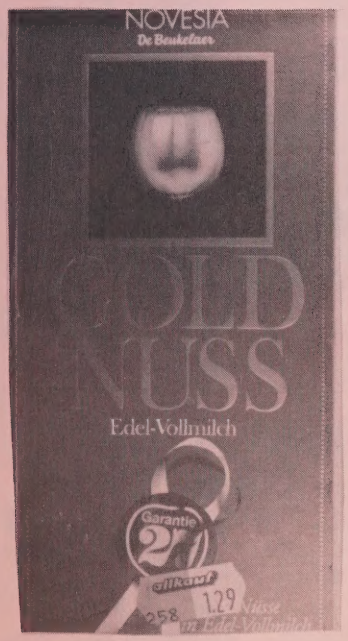
The Le Cadre Noir line is produced by Poulain of France. The Amandes chocolate noir bar is a dark chocolate filled with almonds bar. It is good.

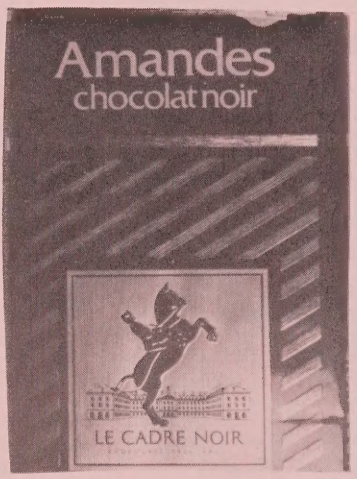
Suchard, Switzerland, has a Copaya bar, which is a white chocolate that contains bits of coconut. The flavor is excellent.

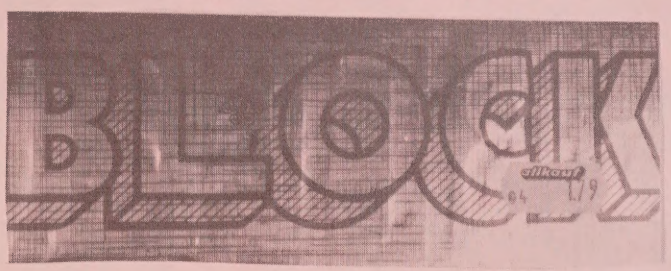
Praline Nougatine produced by Nestlé of Switzerland, is a fine milk chocolate bar with a praline filling. This is one to really enjoy.

Also from Poulain of France is a new Pralinoise a Patisser, a creamy milk chocolate with the praline taste. This is the best bar Poulain produces.

Carl Brandt of Germany has a Block bar, a dark chocolate bar that is just fair as far as taste goes.







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Leo is a new milk chocolate wafer bar by Meurise (General Chocolate) of Belgium. This wafer bar beats the taste of the U.S.Twix bar.

Olë by Bahlsen, is produced in Belgium, and is a milk chocolate covered wafer bar that also beats the taste of the Twix bar.

The Vollmilch Nuss bar, by Waldbauer Schubert BmbH of Cologne, Germany, is a tasty milk chocolate bar filled with hazelnut pieces.

Quatro, made by Hellas of Finland, is a milk chocolate filled bar with several varieties available. The raspberry filled bar tasted good.

The Kinder chocolate bar box, made by Ferrero in Frankfurt, Germany, contains bars of individually wrapped chocolate that have a cream milk filling. The box contains eight small bars, and is slanted toward kid sale, but the taste is pleasing to adults, too.

The Alpia Cappuccino bar, made by Stollwerck of Germany, is a fine-tasting milk chocolate bar filled with capuccino dessert.

And from Lindt of Switzerland comes the Chocoletti bar, which contains individual squares of chocolate with a truffle cream filling. Ths product tastes excellent!